IT Unit 3

Topic 2

# Ch 2, Data Analytics: Drawing Conclusions, Part 1

**Data** (Informatics, p 73 & 82)

1. Define data (p 73).

**Primary & secondary data, p 82-91**

1. Distinguish between primary & secondary data. List some strengths and weaknesses of both.

**Quantitative and qualitative data, p 85**

1. Distinguish between qualitative & quantitative data. List some strengths and weaknesses of both.
2. How can qualitative data be more easily processed?

**Coding qualitative data,** p 86

1. What techniques are used to collect quantitative data?
2. How do you transform qualitative data into useful information?

**Case Study: Ready Set Go! GYM,** read this case study.

1. What is meant by descriptive coding?
2. What is the role of a rubric?